



Station Order Revised Heinrich for Senate 2012

Market: Albuquerque

Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

Estimate ID

11913

Contact: Jim Giudicessi

Email: Jim.Giudicessi@krqe.com

Phone: 505-246-2222

Fax: 505-944-0259

Direct: 505-998-9530

KRQE-S2

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
KRQE 5a News	EM	M-F	\$50.00	5	1	1	1	1			5
5:00 AM 6:00 AM		30	\$250.00								
KRQE 6a News	EM	M-F	\$100.00	5	1	1	1	1			5
6:00 AM 7:00 AM		30	\$500.00								
CBS This Morning	EM	M-F	\$150.00	3	1	1	1	1			5
7:00 AM 9:00 AM		30	\$750.00								
Sold out at LUR per KRQE. Move to L3 to clear.											
CBS Saturday Morn	EM	Sa	\$15.00	5					1		1
5:00 AM 7:00 AM		30	\$15.00								
Saturday 7a News	EM	Sa	\$25.00	5					1		1
7:00 AM 8:00 AM		30	\$25.00								
Sunday 7a News	EM	Su	\$100.00	4						1	1
7:00 AM 8:00 AM		30	\$100.00								
Sold out at LUR per KRQE. Move to L4 to clear.											
CBS Sunday Morn	EM	Su	\$400.00	3						1	1
8:00 AM 9:30 AM		30	\$400.00								
Sold out at LUR per KRQE. Move to L3 to clear.											
The Doctors	DT	M-F	\$75.00	5		1		1			3
9:00 AM 10:00 AM		30	\$225.00								
Price is Right	DT	M-F	\$300.00	3	1		1		1		3
11:00 AM 12:00 PM		30	\$900.00								
Sold out at LUR per KRQE. Move to L3 to clear.											
KRQE Noon News	DT	M-F	\$125.00	5		1		1			3
12:00 PM 12:30 PM		30	\$375.00								
Bold & Beautiful	DT	M-F	\$100.00	5	1		1				2
12:30 PM 1:00 PM		30	\$200.00								
Young & Restless	DT	M-F	\$100.00	5		1			1		2
1:00 PM 2:00 PM		30	\$200.00								

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 9/12/2012 12:59:31 PM

KRQE-S2

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suzanne@mediastategies.com





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						Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Program Name		DP	Days	Gross	Rate	Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
Dr. Phil	3:00 PM 4:00 PM	EF	M-F	\$100.00	5	2	2	2	2	1			9
			30	\$900.00									
KRQE 4:30p News	4:30 PM 5:00 PM	EN	M-F	\$550.00	2	1	1	1	1	1			5
			30	\$2,750.00									
Sold out at LUR per KRQE. Move to L2 to clear.													
CBS Evening News	5:00 PM 5:30 PM	EN	M-F	\$500.00	3	1		1	1				3
			30	\$1,500.00									
Sold out at LUR per KRQE. Move to L3 to clear.													
KRQE 5:30p News	5:30 PM 6:00 PM	EN	M-F	\$500.00	3	1	1	1	1	1			5
			30	\$2,500.00									
Sold out at LUR per KRQE. Move to L3 to clear.													
Saturday 5:30p News	5:30 PM 6:00 PM	EN	Sa	\$125.00	5						1		1
			30	\$125.00									
Sunday 5:30p News	5:30 PM 6:00 PM	EN	Su	\$275.00	3							1	1
			30	\$275.00									
Sold out at LUR per KRQE. Move to L3 to clear.													
Jeopardy	6:00 PM 6:30 PM	PA	M-F	\$700.00	3	1	1	1	1	1			5
			30	\$3,500.00									
Sold out at LUR per KRQE. Move to L3 to clear.													
Wheel of Fortune	6:30 PM 7:00 PM	PA	M-F	\$425.00	5	2	1	1	2	1			7
			30	\$2,975.00									
Jeopardy	6:00 PM 6:30 PM	PA	Sa	\$275.00	3						1		1
			30	\$275.00									
Sold out at LUR per KRQE. Move to L3 to clear.													
Wheel of Fortune	6:30 PM 7:00 PM	PA	Sa	\$125.00	5						1		1
			30	\$125.00									
2 Broke Girls	8:00 PM 9:00 PM	PT	M	\$2,300.00	3	1							1
			30	\$2,300.00									
Hawaii Five-O	9:00 PM 10:00 PM	PT	M	\$2,600.00	3	1							1
			30	\$2,600.00									

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						Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
Program Name		DP	Days Length	Gross Rate		Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
NCIS	7:00 PM 8:00 PM	PT	Tu 30	\$2,000.00 \$2,000.00	3		1						1
NCIS LA	8:00 PM 9:00 PM	PT	Tu 30	\$2,000.00 \$2,000.00	3		1						1
Survivor	7:00 PM 8:00 PM	PT	W 30	\$750.00 \$750.00	5			1					1
Big Brother	9:00 PM 10:00 PM	PT	W 30	\$900.00 \$900.00	5			1					1
Two & Half Men	8:00 PM 9:00 PM	PT	Th 30	\$1,000.00 \$1,000.00	5				1				1
Undercover Boss	7:00 PM 8:00 PM	PT	F 30	\$1,200.00 \$1,200.00	3					1			1
Sold out at LUR per KRQE. Move to L3 to clear.													
Blue Bloods	9:00 PM 10:00 PM	PT	F 30	\$1,500.00 \$1,500.00	3					1			1
Sold out at LUR per KRQE. Move to L3 to clear.													
Crimetime	8:00 PM 9:00 PM	PT	Sa 30	\$800.00 \$800.00	3						1		1
48 Hours	9:00 PM 10:00 PM	PT	Sa 30	\$1,100.00 \$1,100.00	3						1		1
Sold out at LUR per KRQE. Move to L3 to clear.													
60 Minutes	6:00 PM 7:00 PM	PT	Su 30	\$3,000.00 \$3,000.00	3							1	1
The Good Wife	8:00 PM 9:00 PM	PT	Su 30	\$1,800.00 \$1,800.00	3							1	1
Mentalist	9:00 PM 10:00 PM	PT	Su 30	\$2,100.00 \$2,100.00	3							1	1

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Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
KRQE 10p News 10:00 PM 10:35 PM	LN	M-F 30	\$550.00 \$2,750.00	1	1	1	1	1			5
Saturday 10p News 10:00 PM 10:35 PM	LN	Sa 30	\$325.00 \$325.00						1		1
Sunday 10p News 10:00 PM 10:35 PM	LN	Su 30	\$400.00 \$400.00							1	1
Letterman 10:35 PM 11:35 PM	LF	M-F 30	\$125.00 \$500.00		1	1	1	1			4
Station Gross Totals			\$45,890.00	16	16	16	16	16	8	7	95

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Spot Manager: All, 09/17/12-09/23/12

Alt Order #	Advertiser	Order	Inv. Code (Boo	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
Date: 09/17/12												
Station: KRQE												
	POL/Heinrich	205272	Soap Rotator	(12:30:00 PM	:30	P5	[ALL]	HEINRICH 11913				\$100.00
	POL/Heinrich	205272	M-F KROE New	KROE News	:30	P5	[ALL]	HEINRICH 11913		5:46:21 AM		\$50.00
	POL/Heinrich	205272	M-F KROE New	KRQE News	:30	P5	[ALL]	HEINRICH 11913		6:45:30 AM		\$100.00
	POL/Heinrich	205272	CBS This Morn	CBS Early S	:30	P3	[ALL]	HEINRICH 11913		8:08:18 AM		\$150.00
	POL/Heinrich	205272	Price is Right	11a-12p	:30	P3	[ALL]	HEINRICH 11913		11:29:11 AM		\$300.00
	POL/Heinrich	205272	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 11913		3:24:29 PM		\$100.00
	POL/Heinrich	205272	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 11913		3:42:35 PM		\$100.00
	POL/Heinrich	205272	M-F KROE New	430p-5p	:30	P2	[ALL]	HEINRICH 11913		4:37:05 PM		\$550.00
	POL/Heinrich	205272	CBS Evening N	5p-530p	:30	P3	[ALL]	HEINRICH 11913		4:59:56 PM		\$500.00
	POL/Heinrich	205272	KROE News 13	530p-6p	:30	P3	[ALL]	HEINRICH 11913		5:43:49 PM		\$500.00
	POL/Heinrich	205272	M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	HEINRICH 11913		6:20:29 PM		\$700.00
	POL/Heinrich	205272	M-F 630p-7p	M-F 630p-7p	:30	P5	[ALL]	HEINRICH 11913		6:34:53 PM		\$425.00
	POL/Heinrich	205272	M-F 630p-7p	M-F 630p-7p	:30	P5	[ALL]	HEINRICH 11913		6:47:18 PM		\$425.00
	POL/Heinrich	205272	Mon Hour 2	8p-9p	:30	P3	[ALL]	HEINRICH 11913		8:39:52 PM		\$2,300.00
	POL/Heinrich	205272	Mon Hour 3	9p-10p	:30	P3	[ALL]	HEINRICH 11913		9:21:10 PM		\$2,600.00
	POL/Heinrich	205272	LN M-F	10p-1035p	:30	P5	[ALL]	HEINRICH 11913		10:27:47 PM		\$550.00
												\$9,450.00
												\$9,450.00

Date: 09/18/12

Station: KRQE

	POL/Heinrich	205272	M-F KROE New	KRQE News	:30	P5	[ALL]	HEINRICH 11913				\$100.00
	POL/Heinrich	205272	David Letterman	1035p-1137p	:30	P5	[ALL]	HEINRICH 11913				\$125.00
	POL/Heinrich	205272	CBS This Morn	CBS Early S	:30	P3	[ALL]	HEINRICH 11913				\$150.00
	POL/Heinrich	205272	M-F KRQE New	KRQE News	:30	P5	[ALL]	HEINRICH 11913				\$50.00
	POL/Heinrich	205272	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 11913				\$100.00
	POL/Heinrich	205272	LN M-F	10p-1035p	:30	P5	[ALL]	HEINRICH 11913				\$550.00
	POL/Heinrich	205272	M-F KROE New	12p-1230p	:30	P5	[ALL]	HEINRICH 11913				\$125.00
	POL/Heinrich	205272	M-F 9a-10a	9a-10a	:30	P5	[ALL]	HEINRICH 11913				\$75.00
	POL/Heinrich	205272	M-F 630p-7p	M-F 630p-7p	:30	P5	[ALL]	HEINRICH 11913				\$425.00
	POL/Heinrich	205272	KROE News 13	530p-6p	:30	P3	[ALL]	HEINRICH 11913				\$500.00
	POL/Heinrich	205272	M-F KROE New	430p-5p	:30	P2	[ALL]	HEINRICH 11913				\$550.00
	POL/Heinrich	205272	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 11913				\$100.00
	POL/Heinrich	205272	M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	HEINRICH 11913				\$700.00
	POL/Heinrich	205272	Soap Rotator	(1:00:00 PM	:30	P5	[ALL]	HEINRICH 11913				\$100.00
	POL/Heinrich	205272	Tue Hour 1	7p-8p	:30	P3	[ALL]	HEINRICH 11913		7:18:31 PM		\$2,000.00
	POL/Heinrich	205272	Tue Hour 2	8p-9p	:30	P3	[ALL]	HEINRICH 11913		8:01:09 PM		\$2,000.00
												\$7,650.00
												\$7,650.00

Date: 09/19/12

Station: KRQE

	POL/Heinrich	205272	CBS Evening N	5p-530p	:30	P3	[ALL]	HEINRICH 11913				\$500.00
	POL/Heinrich	205272	Wed Prime	(8:30:00 PM	:30	P5	[ALL]	HEINRICH 11913				\$900.00
	POL/Heinrich	205272	Wed Prime	(7:00:00 PM	:30	P5	[ALL]	HEINRICH 11913				\$750.00
	POL/Heinrich	205272	M-F 6p-630p	M-F 6p-630p	:30	P3	[ALL]	HEINRICH 11913				\$700.00
	POL/Heinrich	205272	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 11913				\$100.00
	POL/Heinrich	205272	M-F KROE New	430p-5p	:30	P2	[ALL]	HEINRICH 11913				\$550.00
	POL/Heinrich	205272	M-F 630p-7p	M-F 630p-7p	:30	P5	[ALL]	HEINRICH 11913				\$425.00
	POL/Heinrich	205272	David Letterman	1035p-1137p	:30	P5	[ALL]	HEINRICH 11913				\$125.00
	POL/Heinrich	205272	M-F KROE New	KRQE News	:30	P5	[ALL]	HEINRICH 11913				\$50.00
	POL/Heinrich	205272	Price is Right	11a-12p	:30	P3	[ALL]	HEINRICH 11913				\$300.00
	POL/Heinrich	205272	Soap Rotator	(12:30:00 PM	:30	P5	[ALL]	HEINRICH 11913				\$100.00
	POL/Heinrich	205272	KROE News 13	530p-6p	:30	P3	[ALL]	HEINRICH 11913				\$500.00
	POL/Heinrich	205272	CBS This Morn	CBS Early S	:30	P3	[ALL]	HEINRICH 11913				\$150.00
	POL/Heinrich	205272	LN M-F	10p-1035p	:30	P5	[ALL]	HEINRICH 11913				\$550.00
	POL/Heinrich	205272	Dr. Phil	3p-4p	:30	P5	[ALL]	HEINRICH 11913				\$100.00
	POL/Heinrich	205272	M-F KRQE New	KRQE News	:30	P5	[ALL]	HEINRICH 11913				\$100.00
												\$5,900.00
												\$5,900.00

Date: 09/20/12

Station: KRQE

[Sorted by: Date]

Spot Manager: All, 09/17/12-09/23/12

Alt Order #	Advertiser	Order	Inv. Code (Boo	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
Date: 09/20/12												
Station: KRQE												
PQL/Heinrich I	205272 M-F KRQE New	KRQE News	:30 P5	[ALL]	HEINRICH	11913						\$50.00
PQL/Heinrich I	205272 M-F KRQE New	KRQE News	:30 P5	[ALL]	HEINRICH	11913						\$100.00
PQL/Heinrich I	205272 KRQE News 13	530p-6p	:30 P3	[ALL]	HEINRICH	11913						\$500.00
PQL/Heinrich I	205272 M-F 630p-7p	M-F 630p-7p	:30 P5	[ALL]	HEINRICH	11913						\$425.00
PQL/Heinrich I	205272 M-F 630p-7p	M-F 630p-7p	:30 P5	[ALL]	HEINRICH	11913						\$425.00
PQL/Heinrich I	205272 CBS This Mornin	CBS Early S	:30 P3	[ALL]	HEINRICH	11913						\$150.00
PQL/Heinrich I	205272 Dr. Phil	3p-4p	:30 P5	[ALL]	HEINRICH	11913						\$100.00
POL/Heinrich I	205272 David Letterman	1035p-1137p	:30 P5	[ALL]	HEINRICH	11913						\$125.00
POL/Heinrich I	205272 LN M-F	10p-1035p	:30 P5	[ALL]	HEINRICH	11913						\$550.00
PQL/Heinrich I	205272 M-F KRQE New	430p-5p	:30 P2	[ALL]	HEINRICH	11913						\$550.00
POL/Heinrich I	205272 M-F KRQE New	12p-1230p	:30 P5	[ALL]	HEINRICH	11913						\$125.00
POL/Heinrich I	205272 Dr. Phil	3p-4p	:30 P5	[ALL]	HEINRICH	11913						\$100.00
PQL/Heinrich I	205272 M-F 6p-630p	M-F 6p-630p	:30 P3	[ALL]	HEINRICH	11913						\$700.00
PQL/Heinrich I	205272 M-F 9a-10a	9a-10a	:30 P5	[ALL]	HEINRICH	11913						\$75.00
PQL/Heinrich I	205272 CBS Evening N	5p-530p	:30 P3	[ALL]	HEINRICH	11913						\$500.00
PQL/Heinrich I	205272 Thur Hour 2	8p-9p	:30 P5	[ALL]	HEINRICH	11913				8:29:19 PM		\$1,000.00
												\$5,475.00
												\$5,475.00

Date: 09/21/12

Station: KRQE

POL/Heinrich I	205272 M-F KRQE New	KRQE News	:30 P5	[ALL]	HEINRICH	11913						\$100.00
PQL/Heinrich I	205272 M-F KRQE New	12p-1230p	:30 P5	[ALL]	HEINRICH	11913						\$125.00
PQL/Heinrich I	205272 David Letterman	1035p-1137p	:30 P5	[ALL]	HEINRICH	11913						\$125.00
POL/Heinrich I	205272 M-F 9a-10a	9a-10a	:30 P5	[ALL]	HEINRICH	11913						\$75.00
POL/Heinrich I	205272 M-F 6p-630p	M-F 6p-630p	:30 P3	[ALL]	HEINRICH	11913						\$700.00
POL/Heinrich I	205272 KRQE News 13	530p-6p	:30 P3	[ALL]	HEINRICH	11913						\$500.00
PQL/Heinrich I	205272 CBS This Mornin	CBS Early S	:30 P3	[ALL]	HEINRICH	11913						\$150.00
PQL/Heinrich I	205272 M-F 630p-7p	M-F 630p-7p	:30 P5	[ALL]	HEINRICH	11913						\$425.00
PQL/Heinrich I	205272 M-F KRQE New	KRQE News	:30 P5	[ALL]	HEINRICH	11913						\$50.00
PQL/Heinrich I	205272 LN M-F	10p-1035p	:30 P5	[ALL]	HEINRICH	11913						\$550.00
POL/Heinrich I	205272 M-F KRQE New	430p-5p	:30 P2	[ALL]	HEINRICH	11913						\$550.00
POL/Heinrich I	205272 Soap Rotator	(1:00:00 PM-	:30 P5	[ALL]	HEINRICH	11913						\$100.00
PQL/Heinrich I	205272 Price is Right	11a-12p	:30 P3	[ALL]	HEINRICH	11913						\$300.00
POL/Heinrich I	205272 Dr. Phil	3p-4p	:30 P5	[ALL]	HEINRICH	11913						\$100.00
PQL/Heinrich I	205272 Fri Hour 1	7p-8p	:30 P3	[ALL]	HEINRICH	11913				7:18:31 PM		\$1,200.00
POL/Heinrich I	205272 Fri Hour 3	9p-10p	:30 P3	[ALL]	HEINRICH	11913				9:21:09 PM		\$1,500.00
												\$6,550.00
												\$6,550.00

Date: 09/22/12

Station: KRQE

PQL/Heinrich I	205272 Sa KRQE News	530p-6p	:30 P5	[ALL]	HEINRICH	11913						\$125.00
PQL/Heinrich I	205272 CBS This Mornin	5a-7a	:30 P5	[ALL]	HEINRICH	11913						\$15.00
POL/Heinrich I	205272 Sa 630p-7p	Sa 630p-7p	:30 P5	[ALL]	HEINRICH	11913						\$125.00
PQL/Heinrich I	205272 LN Sa	10p-1035p	:30 P5	[ALL]	HEINRICH	11913						\$325.00
PQL/Heinrich I	205272 KRQE News Sa	7a-8a	:30 P5	[ALL]	HEINRICH	11913						\$25.00
PQL/Heinrich I	205272 Sa 6p-630p	Sa 6p-630p	:30 P3	[ALL]	HEINRICH	11913						\$275.00
POL/Heinrich I	205272 Sat Hour 2	8p-9p	:30 P3	[ALL]	HEINRICH	11913				8:57:56 PM		\$800.00
PQL/Heinrich I	205272 Sat Hour 3	9p-10p	:30 P3	[ALL]	HEINRICH	11913				9:13:34 PM		\$1,100.00
												\$2,790.00
												\$2,790.00

Date: 09/23/12

Station: KRQE

POL/Heinrich I	205272 KRQE News Su	7a-8a	:30 P4	[ALL]	HEINRICH	11913						\$100.00
POL/Heinrich I	205272 CBS Sunday M	8a-930a	:30 P3	[ALL]	HEINRICH	11913						\$400.00
PQL/Heinrich I	205272 LN Su	10p-1035p	:30 P5	[ALL]	HEINRICH	11913						\$400.00
PQL/Heinrich I	205272 Su KRQE News	530p-6p	:30 P3	[ALL]	HEINRICH	11913						\$275.00
POL/Heinrich I	205272 Sun Hour 1	6p-7p	:30 P3	[ALL]	HEINRICH	11913				6:39:08 PM		\$3,000.00
POL/Heinrich I	205272 Sun Hour 3	8p-9p	:30 P3	[ALL]	HEINRICH	11913				8:29:30 PM		\$1,800.00
PQL/Heinrich I	205272 Sun Hour 4	9p-10p	:30 P3	[ALL]	HEINRICH	11913				9:00:00 PM		\$2,100.00

[Sorted by: Date]

Spot Manager: All, 09/17/12-09/23/12

Alt Order #	Advertiser	Order	Inv. Code (Bool)	Time Period	Length	Priority	Channel	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 09/23/12

Station: KRQE

\$8,075.00

\$8,075.00

\$5,890.00

[Sorted by: Date]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KRQE-TV Albuquerque

Date:

9/12/2012

I, Media Strategies and Research,being/on behalf of: Martin Heinrich, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Senatein the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 17, 2012			Sunday, September 23, 2012		

Total Charges: \$45,890.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, September 12, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title